



Daktronics Expands Product Offering for Convenience Stores

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BROOKINGS, S.D., May 08, 2018 (GLOBE NEWSWIRE) -- [Daktronics](#) (NASDAQ:DAKT) of Brookings, South Dakota, announces new product advances specifically for the convenience store industry.



Daktronics Fuel Price Data Kit

Boost sales from the pump to the store

The new Fuel Price Data Kit takes the limits off promoting fuel prices. With this kit, store owners display fuel prices and in-store advertising on a single LED sign and at the same time, if desired. Owners can take advantage of using a full-matrix LED sign to promote fuel prices, including the specialty fuels customers look for.

Updating the display is a secure process—access to the control software, Venu® Control Suite, isn't required. Employees update fuel prices using a direct price entry method or Point of Sale (PoS) system.

With the Fuel Price Data Kit operators can:

- Create content quickly and efficiently.
- Store up to five fuel grades in the handheld controller.
- Update prices without an internet connection.
- Mirror price changes in the PoS, using the optional interface.

Each Fuel Price Data Kit order comes with a template and one-on-one webinar training. The kit pairs with the Daktronics standard Galaxy® GS6 displays and is also compatible with Galaxy DVX-1830 outdoor 10-millimeter displays.

Powder-coast finish for greater reliability

Another important improvement involves our petroleum LED digit product line. The Fuelight™ 3000/4500 series fuel digit and Cash/Credit displays now leave our manufacturing floor with a powder-coat finish that's tougher than conventional paint. This change increases product reliability and longevity.

Fuel price LED digits for c-stores in Puerto Rico and Mexico

Last, Daktronics announces Fuelight 4510 and Fuelight 4520 series displays, fuel price digits designed for use in Puerto Rico and Mexico in a variety of digit sizes and color options.

The products Daktronics has developed specifically for the petroleum industry increase sales at the pump and in the store. For more information, visit the web area "[Digital Displays for the Petroleum Industry.](#)"

About Daktronics

[Daktronics](#) helps its customers to impact their audiences throughout the world with large-format LED video displays, message displays, scoreboards, digital billboards, audio systems and control systems in sport, business and transportation applications. Founded in 1968 as a USA-based manufacturing company, Daktronics has grown into the world leader in audiovisual systems and implementation with offices around the globe. Discover more at www.daktronics.com.

SAFE HARBOR STATEMENT

Cautionary Notice: In addition to statements of historical fact, this news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and is intended to enjoy the protection of that Act. These forward-looking statements reflect the Company's expectations or beliefs concerning future events. The Company cautions that these and similar statements involve risk and uncertainties which could cause actual results to differ materially from our expectations, including, but not limited to, changes in economic and market conditions, management of growth, timing and magnitude of future contracts, fluctuations in margins, the introduction of new products and technology, the impact of adverse

weather conditions and other risks noted in the Company's SEC filings, including its Annual Report on Form 10-K for its 2017 fiscal year. Forward-looking statements are made in the context of information available as of the date stated. The Company undertakes no obligation to update or revise such statements to reflect new circumstances or unanticipated events as they occur.

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A photo accompanying this announcement is available at <http://resource.globenewswire.com/Resource/Download/0b305028-ef75-4b6b-b308-1cd6c77b1017>



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